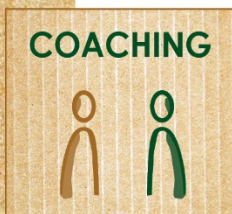


# Zöld marketing

---

## A piac és a környezettudatos magatartás



**tailor**   
marketing&training  
**SIMPLY GREEN**

Szabó Szilvia

---



# CSR vagy zöld marketing?

- ▶ Természeti-, társadalmi-, gazdasági környezet összefüggései
  - ▶ Triple bottom line elmélet (1981)
  - ▶ Brundtland jelentés (1987)
  - ▶ nemzetközi konferenciák / csúcstalálkozók
  - ▶ CSR (EU Bizottság 2001-es, illetve 2011-es definíciója)
  - ▶ CSV - creating shared values
- ▶ Zöld marketing

**GREEN  
MARKETING**



[www.tailormarketing.hu](http://www.tailormarketing.hu)

# CSR TRENDS 2010

Our 4th comprehensive survey of corporate social responsibility report trends, benchmarks and best practices

## STACKING UP THE RESULTS

81%

OF ALL COMPANIES  
HAVE CSR INFORMATION  
ON THEIR WEBSITES

31%

OF COMPANIES HAVE THEIR  
REPORTS ASSURED

24%

OF COMPANIES USE SOCIAL  
NETWORKS SUCH AS TWITTER  
OR FACEBOOK FOR CSR REPORTING

15%

OF COMPANIES PRODUCE AN  
HTML VERSION OF THEIR  
CSR REPORT

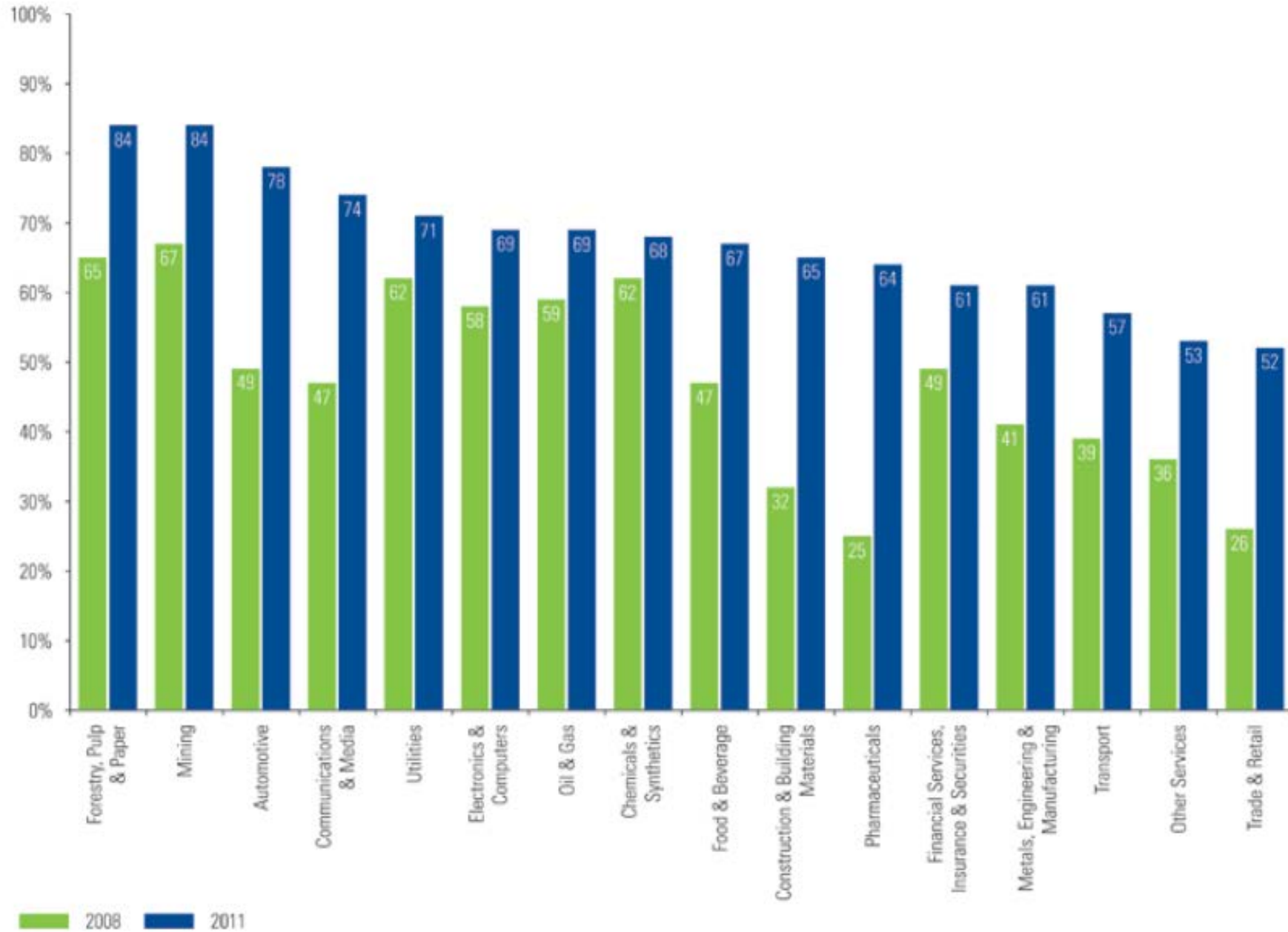


**PRICEWATERHOUSECOOPERS**

A joint report by Craib Design & Communications  
and PricewaterhouseCoopers LLP



Figure 4: Percentage of industries reporting on the corporate responsibility initiatives: 2008–2011



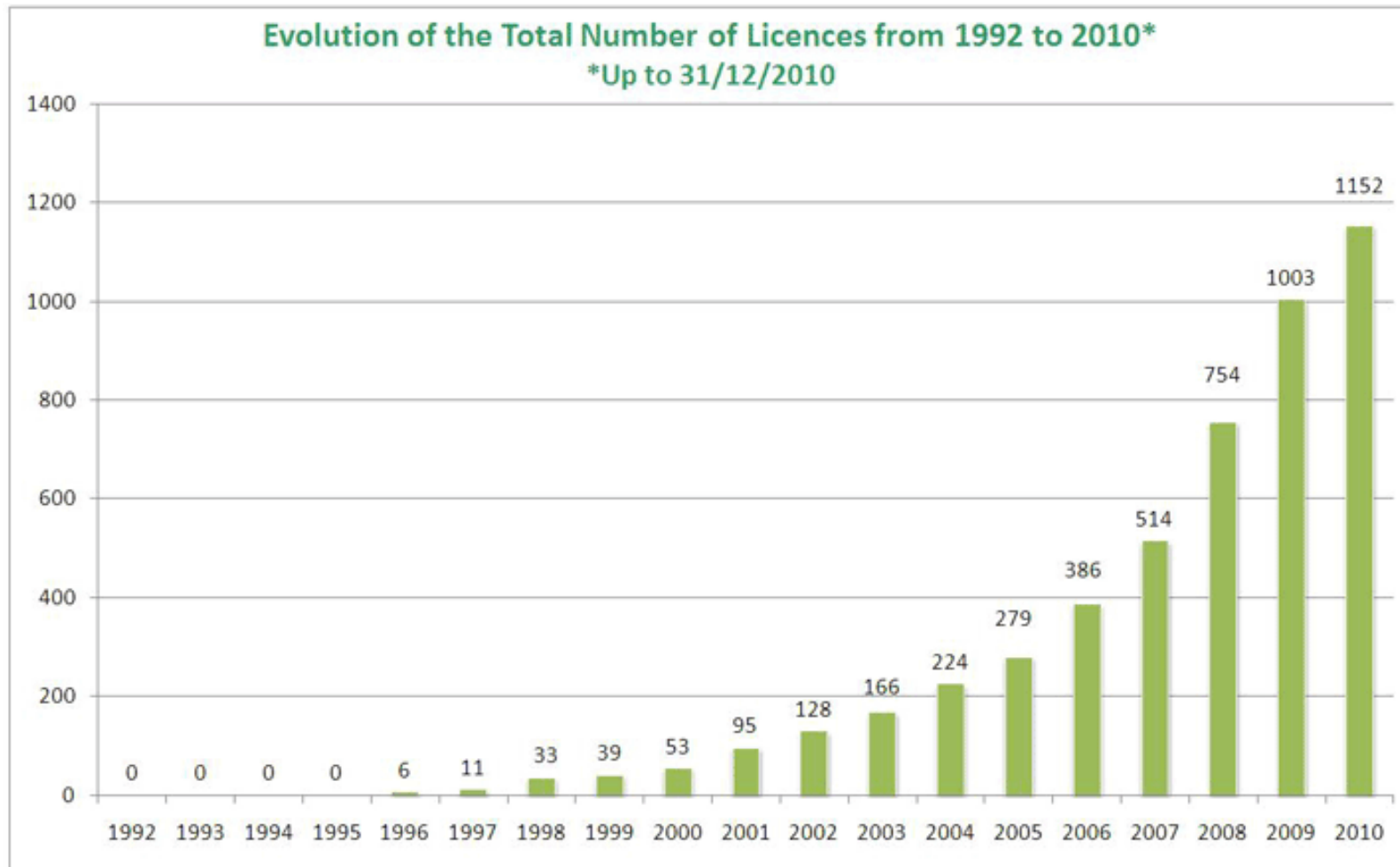
Source: KPMG International Corporate Responsibility Reporting Survey, 2011

# CSR vagy zöld marketing?

- ▶ Üzleti válasz a piaci kihívásokra
- ▶ Egyik legrégebbi marketing megoldás - teremts új piacot!
  
- ▶ Létezik „zöld” piac?
- ▶ Léteznek „zöld” fogyasztók?
- ▶ Léteznek „zöld” termékek?



# „Zöld címkék” az EU-n belül







# Jelölések





# Jelölések



# Használatban



Through the Leapfrog Campaign we plan to...



*Protect an additional  
100 million acres of  
forestland*



*Develop new  
certification  
standards*



*Establish hundreds  
more alliances with  
companies*



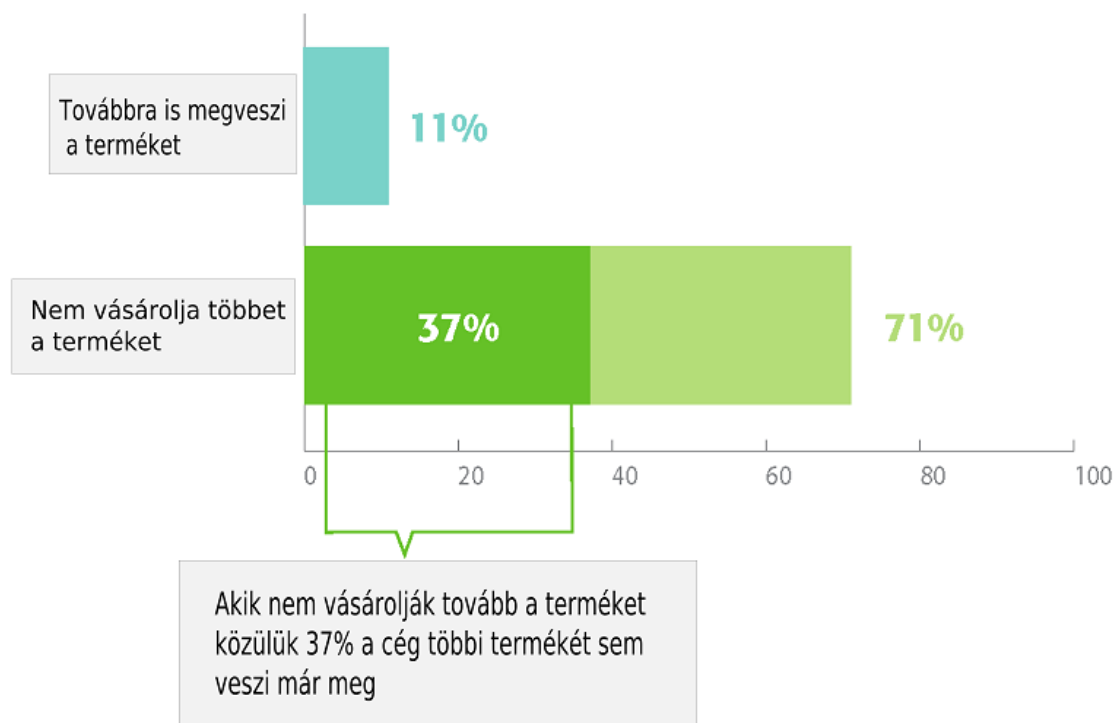
*Educate millions of  
children about their  
role in global  
conservation*



*Engage tens of  
millions of  
consumers in making  
responsible choices*

# Fontos ez?

Amikor a fogyasztó rájön, hogy megtévesztő a "zöld" felhívás, az alábbiak szerint cselekszik:



# Mit választunk?

**Certification**



**51%**

**Environmental Claim**



**30%**

**Environmental Image**



**19%**

**Likely To Buy**



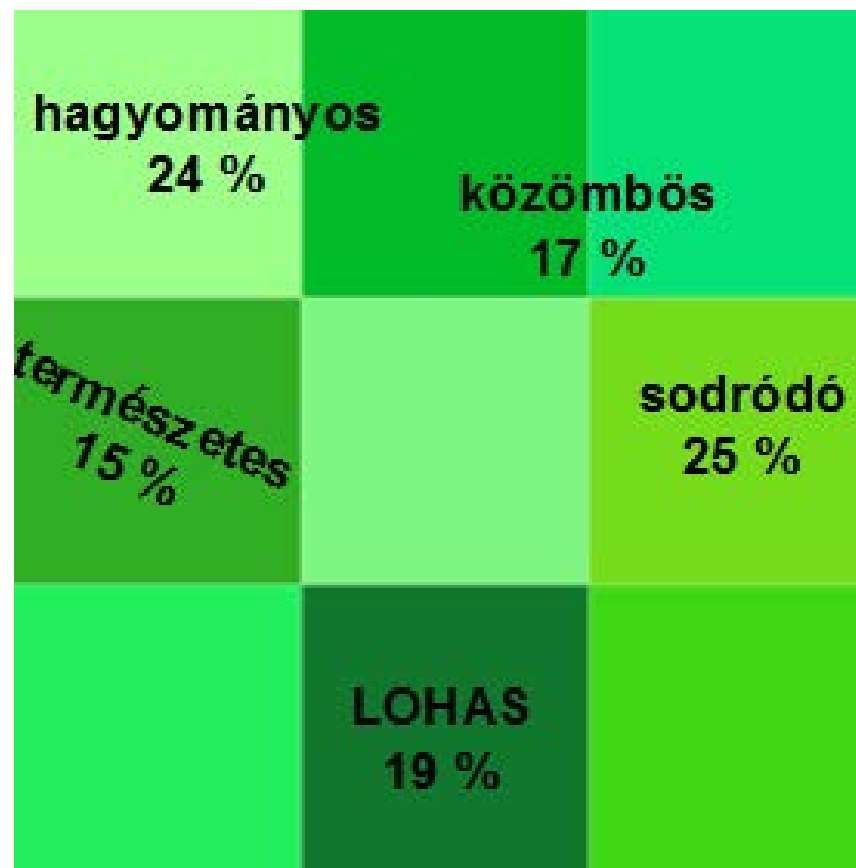
# Ki miért zöld?

## ► Motiváció

- Erőforrás megtakarító
- Egészséges életmód
- Állatbarát
- Természetjáró

## ► Generáció

- Baby boomer(1946-64)
- X generáció(1965-79)
- Y generáció(1980-95)
- Z generáció(1986 után)





# Zöld színárnyalatok

## LOHAS

- ▶ Komoly tudatosság
- ▶ Személyes és globális szintű témák is fontosak
- ▶ Aktív társasági élet
- ▶ Civil szerepvállalás
- ▶ Vállalatok holisztikus megítélése
- ▶ Információkereső
- ▶ 71% bojkottálna vállalatot / márkát

## Természetes

- Egészséges életmód
- „hívószavak”:  
antibakteriális,  
természetes alapanyag
- Bioélelmiszer,  
biotermékek
- Hétköznapi  
viselkedésben is zöld



# Zöld színárnyalatok

## Sodródó

- ▶ Értékek és elvek még nem jelennek meg a hétköznapi viselkedésben
- ▶ Egyszerű zöld tevékenységek vonzzák őket
- ▶ Zöld legyen trendi
- ▶ Nem jár alaposan utána - inkább tegyék egyszerűvé

## Hagyományos

- ▶ Praktikus okok miatt zöld
- ▶ Megtakarítások
- ▶ Nem annyira aktívak
- ▶ Racionális érvek

## Közömbös

- ▶ Igazán nem foglalkoztatja, bár elviekben egyetérthet



# Zöld márka

+GAP = Higher Performance Score  
 -GAP = Higher Perception Score



## BEST GLOBAL GREEN BRANDS 2012

The 50 Most Valuable Green Brands

Creating and managing brand value™

Interbrand | PERFORMANCE DATA PROVIDED BY Deloitte.

01 TOYOTA TOYOTA 0 0 GAP = 2.6	02 JOHNSON & JOHNSON Johnson & Johnson 0 2 GAP = 1.5	03 HONDA HONDA 0 4 GAP = 0.4
04 VOLKSWAGEN VOLKSWAGEN 0 2 GAP = 9.2	05 HEWLETT-PACKARD hp 0 0 GAP = 11.7	06 PANASONIC Panasonic Ideas for life 0 4 GAP = 16.7
07 DELL DELL 0 1 GAP = 9.3	08 SIEMENS SIEMENS 0 5 GAP = 16.5	09 DANONE DANONE 0 5 GAP = 2.8
10 BMW BMW 0 2 GAP = 9.7	11 CISCO CISCO 0 2 GAP = 17.5	12 3M 3M 0 10 GAP = 8.2
13 APPLE Apple 0 0 GAP = 3.3	14 L'ORÉAL L'ORÉAL PARIS 0 1 GAP = 16.9	15 FORD Ford 0 5 GAP = 2.1
16 MERCEDES-BENZ Mercedes-Benz 0 0 GAP = 11.1	17 HYUNDAI HYUNDAI 0 4 GAP = 5.7	18 SONY SONY 0 0 GAP = 12.8
19 IBM IBM 0 0 GAP = 12.1	20 NOKIA NOKIA Connecting People 0 2 GAP = 18.3	21 NISSAN NISSAN 0 1 GAP = 7.5
22 ADIDAS adidas 0 1 GAP = 6.7	23 COCA-COLA Coca-Cola 0 4 GAP = 11.0	24 GE GE 0 0 GAP = 0.9
25 SAMSUNG SAMSUNG 0 0 GAP = 6.8	26 NIKE NIKE 0 4 GAP = 7.2	27 INTEL intel 0 1 GAP = 9.7
28 PEPSI pepsi 0 1 GAP = 1.1	29 CANON Canon 0 1 GAP = 8.8	30 ALLIANZ Allianz 0 3 GAP = 1.6
31 PHILIPS PHILIPS 0 1 GAP = 7.2	32 XEROX xerox 0 1 GAP = 17.3	33 MICROSOFT Microsoft 0 2 GAP = 11.5
34 SHELL SHELL 0 1 GAP = 5.8	35 KELLOGG'S Kellogg's 0 1 GAP = 5.8	36 STARBUCKS STARBUCKS 0 6 GAP = 1.7
37 AVON AVON 0 0 GAP = 1.1	38 CATERPILLAR CATERPILLAR 0 4 GAP = 8.8	39 IKEA IKEA 0 0 GAP = 10.4
40 SANTANDER Santander 0 0 GAP = 0.7	41 SAP SAP 0 3 GAP = 8.3	42 AXA AXA 0 1 GAP = 2.5
43 UPS ups 0 4 GAP = 5.8	44 CITI citi 0 2 GAP = 7.8	45 MCDONALD'S McDonald's 0 0 GAP = 16.1
46 H&M H&M 0 5 GAP = 3.7	47 CREDIT SUISSE CREDIT SUISSE 0 1 GAP = 0.2	48 NINTENDO Nintendo 0 5 GAP = 5.7
49 HSBC HSBC 0 1 GAP = 0.2	50 UBS UBS 0 1 GAP = 0.3	



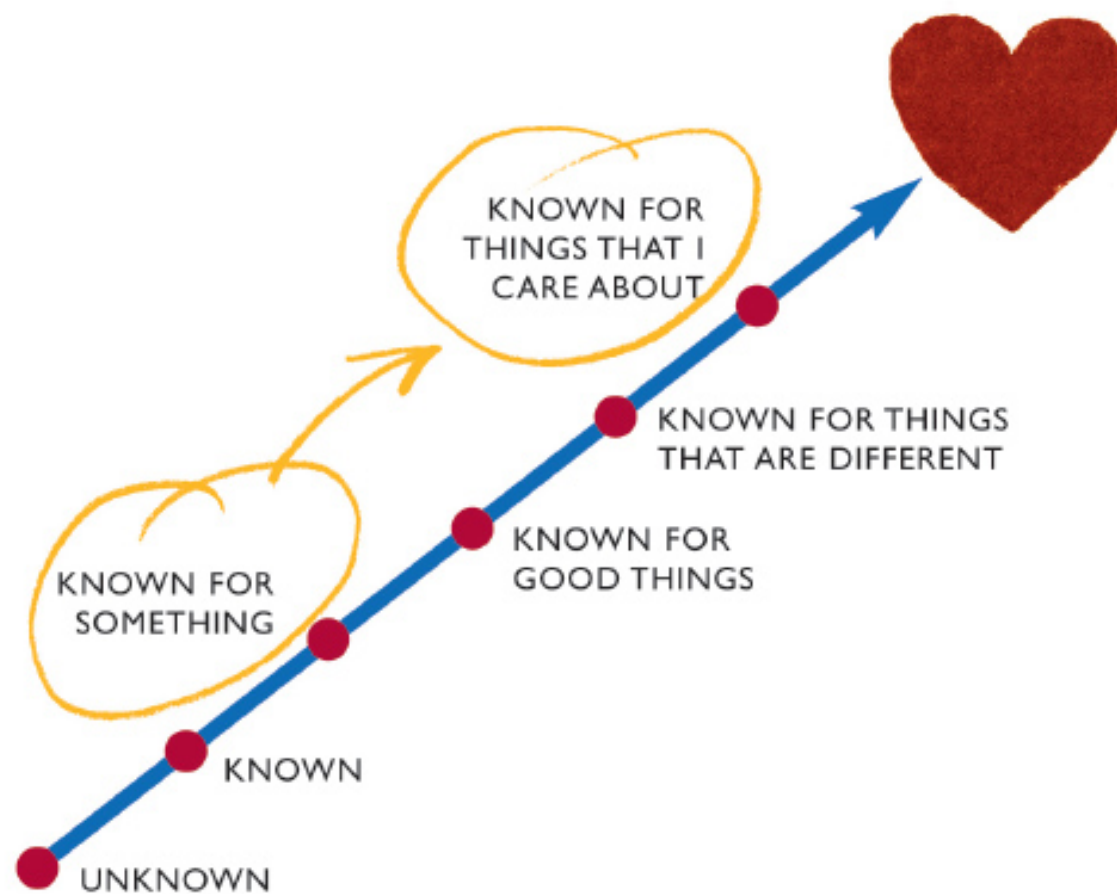
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# Márkaépítési koncepciók





▶ Amit látunk és a valóság...

- ▶ Termék
- ▶ Csomagolás
- ▶ Szolgáltatás
- ▶ Érintettek





# Ez zöld?



**plantbottle™**  
up to **30%** plant-based  
**100%** recyclable bottle  
redesigned plastic,  
recyclable as ever.







**Coca-Cola**  
LIVE IT POSITIVELY

helps save the planet with



This billboard

absorbs air pollutants



GREEN  
MARKETING

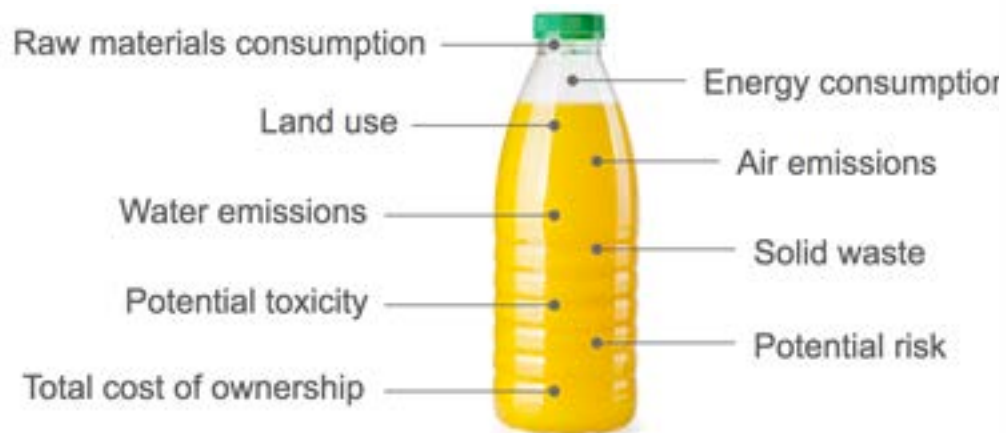


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És ez?



# Mitől zöld a zöld?



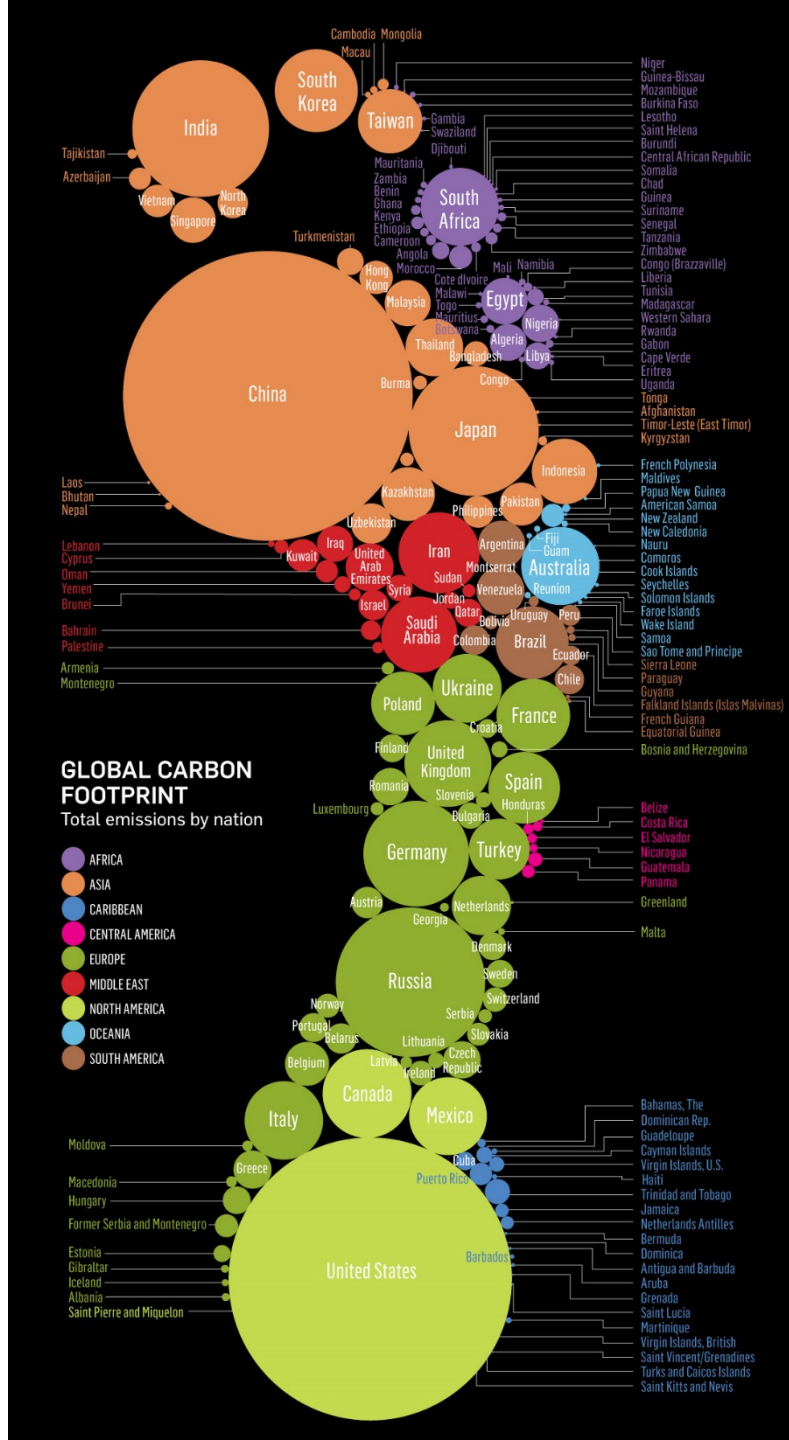
## the carbon footprint







- ▶ Karbon lábnyom
- ▶ Öko-lábnyom







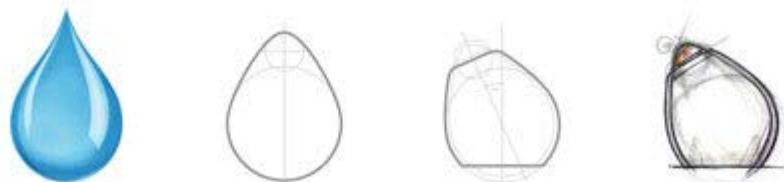
# Termék és / vagy csomagolás?





# Piaci megoldások





► Brazil megoldás





GREEN  
MARKETING



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# Kívül-belül

PLASTIC DOESN'T GROW ON TREES...

> FIND OUT  
MORE



... but it does grow in fields. Our new **Plant-astic** bottles are 100% renewable, reusable and recyclable made from sugar cane.





**2 MILLION PLASTIC BOTTLES ARE USED IN THE UK EVERY DAY... 600,000 TONNES OF PLASTIC EVERY YEAR...**

**THE REST GOES TO LANDFILL**

**UK LANDFILL SITES FULL BY 2017**

**MORE THAN 50% RECYCLED**

**ONLY 30% OF BOTTLES GO TO RECYCLING PLANTS**

**70% OF BOTTLES ARE SENT TO SEA**

**100% SUSTAINABLE**

**PLANT-ASTIC**

SCOTT INTRODUCED A GREEN PLASTIC BOTTLE IN 2011, WHICH IS 100% RECYCLED AND 100% SUSTAINABLE.

SINCE 2011 SCOTT HAS SAVED 100 TONNES OF HIGH STRENGTH, RECYCLABLE AND REUSABLE PLASTIC.

PLANT-ASTIC BOTTLES ARE 100% RECYCLED AND 100% SUSTAINABLE. THEY ARE MADE FROM PLANTS, NOT PETROLEUM, AND ARE 100% BIODEGRADABLE AND COMPOSTABLE.

**PLANT-ASTIC**

**RECYCLED PLASTIC**

BY RECYCLING AND RECONVERTING WASTE INTO RECYCLABLE MATERIAL, SCOTT HAS REDUCED THE AMOUNT OF WASTE SENT TO LANDFILL AND THE IMPACT ON THE ENVIRONMENT.

**SEA PLASTIC**

OUR SEA PLASTIC BOTTLES ARE 100% RECYCLED AND 100% SUSTAINABLE. THEY ARE MADE FROM RECYCLED PLASTIC AND ARE 100% BIODEGRADABLE AND COMPOSTABLE.

**SEA PLASTIC**

**OUR PLEDGE**

**CLOSING THE LOOP**

OUR AIM IS TO CREATE FULLY SUSTAINABLE AND RECYCLABLE PLASTIC BOTTLES THAT WILL REPLACE THE USE OF NON-RECYCLABLE PLASTIC BOTTLES. THE CLEARER USE OF PLANT-ASTIC, RECYCLED PLASTIC AND SEA PLASTIC BOTTLES FROM THE SEA WILL LET US GET NEARER TO CLOSING THE LOOP. MAKING IT THE ONLY CHOICE TO MAKE.

**THE MESSAGE IN OUR BOTTLE**

**70% OF BOTTLES ARE SENT TO SEA**

**WHITE FRESH COOKING OILS ARE RECYCLED INTO FUEL FOR PLASTIC**

**100% SUSTAINABLE**

**PLANT-ASTIC**

**RECYCLED PLASTIC**

**SEA PLASTIC**

**OUR PLEDGE**

**CLOSING THE LOOP**

**THE MESSAGE IN OUR BOTTLE**

© 2014 Scott's Bottles

# Energia hatékonyság





# OPower

in partnership with:  
**facebook** **NRDC**

## Save energy with your friends.

See how your energy use stacks up against friends and homes across the US. Join groups and discover how you can save even more.

See how your home stacks up!

or  
Try the home comparison without connecting to Facebook

750 kWh

480 kWh

310 kWh



See how your energy use stacks up against similar homes. Try it!



Check how your energy use ranks against your friends' each month.



Share and explore great energy saving tips and advice.



Work with your friends to compete and hit savings goals.

### Opower connects with utilities

Opower connects with energy companies to automatically pull in your usage so that you can easily compare, compete, and discover. Currently participating utilities include:

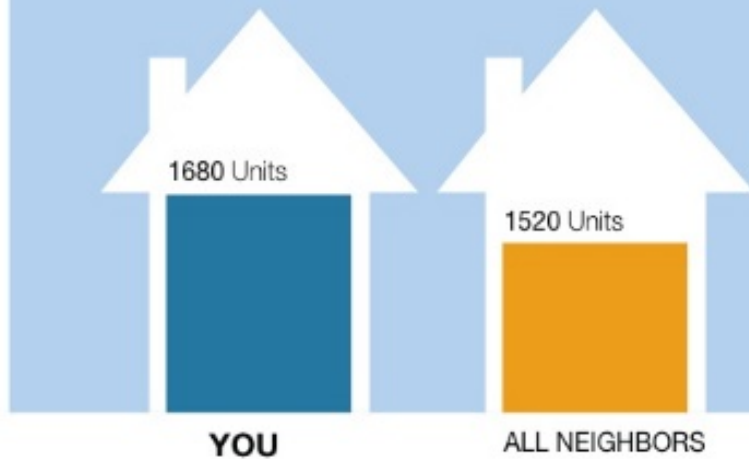
### What the heck is Opower?

Opower works with utilities around the world to help their customers make smarter decisions about their energy use.

# Új megközelítés

## Spotlight on Heating

Your heating usage compared to your neighbors:



You used **14% more** energy on **heating** than your neighbors.



### Winter Reminder

Adjust your thermostat every time you leave the house. Even **one degree** can make a difference in savings.

Your estimated heating usage is based on last winter's energy use and temperature. For more details, visit [YourCompany.com/reports](http://YourCompany.com/reports).



# Új megközelítés







... és a többi „okos” megoldás



# Smart Ideas for Smarter Cities

Sitting on a smart idea for your city?  
Share it at [people4smartercities.com](http://people4smartercities.com)











RLF | architecture  
engineering  
interiors

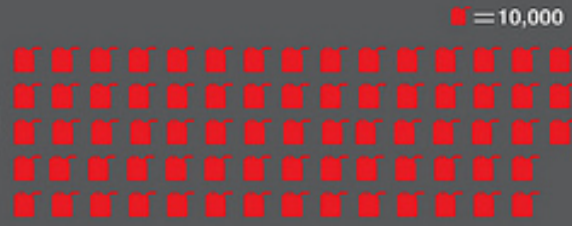
**2011 Sustainability Totals**

Learn more about our commitment to a sustainable future, visit [www.rlfarchitects.com](http://www.rlfarchitects.com)

Our 2011 designs have reduced green house gas emissions by over **6,500 metric tons per year!** That's the equivalent of...

AN ANNUAL SAVINGS OF

**730,000**  
gallons of gas



**1,245**  
fewer passenger  
vehicles on the road

🚗 = 100



**68%**  
fewer barrels of oil consumed

NEARLY 15,200 BARRELS  
EVERY YEAR

the amount of carbon sequestered annually by **1,390** acres of pine/fir forest



🌲 = 100

\*Annual environmental benefit totals courtesy of the EPA. Comparison based on ASHRAE baseline energy use index.



# Hétköznapi megoldások



**WATER<LESS**

Levi's

**LEVI'S® WATER<LESS™ JEANS  
WILL SAVE THE EQUIVALENT  
OF 2.6 MILLION  
TOILET FLUSHES.**

 TAKE A STEP IN THE RIGHT DIRECTION. VISIT [LEVI.COM](http://LEVI.COM)  
TO SEE HOW WE'RE FINDING WAYS TO CARE FOR OUR PLANET.



# Farmer variációk

**THE "GREEN" JEAN**  
MADE FROM COTTON & RECYCLED WATER BOTTLES

 +  (8) = 

 100% MADE IN THE USA BY  **dirtball**

The central graphic is a dark blue square with white and green text and icons. At the top, it reads "THE 'GREEN' JEAN" in large, bold letters, with "GREEN" in green and "THE" and "JEAN" in white. Below this, it says "MADE FROM COTTON & RECYCLED WATER BOTTLES" in white. In the middle, there is a visual equation: a cotton plant icon, a plus sign, a water bottle icon followed by "(8)", an equals sign, and a pair of jeans icon. At the bottom left is a small American flag icon, followed by the text "100% MADE IN THE USA BY". To the right of this text is the "dirtball" logo, which consists of a stylized diamond shape with a cross inside, followed by the word "dirtball" in a bold, lowercase font.



# Ha már farmerünk van...



UK 07857 676160 U.A.E.+971 555 498763 info@dgrade.com

green spun

Home About Products Brands Blog Contact

## Eco Manufacturing For Businesses

DGrade is a brand based company providing only the highest quality, ECO – friendly products available. We provide a fully bespoke product development service as well as off-the-shelf solutions for all your ECO – friendly clothing.

Contact Us Today

*"Lush has worked with Dgrade Ltd for a number of years. Dgrade Ltd is undoubtedly one of the most professional green business you could hope to work with. So we wanted to thank you for all your support in taking care of our projects in the last 2 years. We appreciated your promptness and availability even for very short deadlines."*

Amira, Lush

2001121

PLASTIC BOTTLES SAVED FROM LANDFILL

Coca-Cola Nike LUSH ETIHAD Johnson Controls LIVNAKED Masdar

See others we've worked with

Company Info  
About Us  
Products  
Brands

Recent Posts  
Jocke Olsson –  
Runner up at Vert  
Attack 7

Contact Us  
info@dgrade.com  
UK: 07857 676160  
U.A.E.: +971 555 498763

© 2015 DGrade Clothing.

Search or type URL

green spun

Select a page

## Eco Manufacturing For Businesses

DGrade is a brand based company providing only the highest quality, ECO – friendly products available. We provide a fully bespoke product development service as well as off-the-shelf solutions for all your ECO – friendly clothing.

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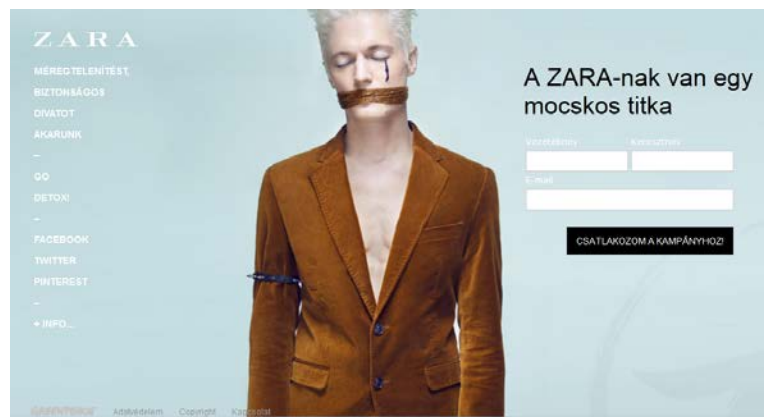
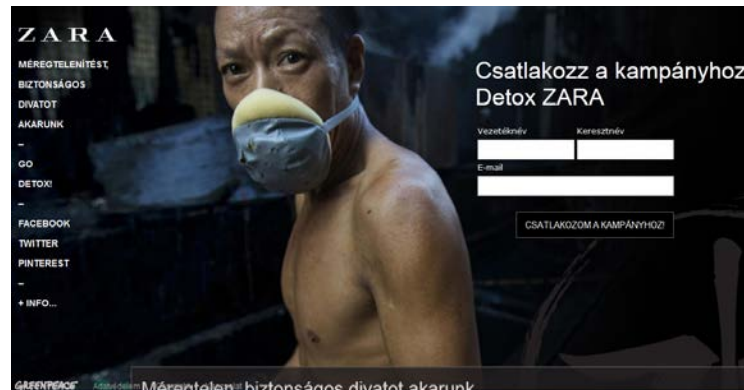
Amira, Lush

2001149

PLASTIC BOTTLES SAVED FROM LANDFILL



# Civil hatások



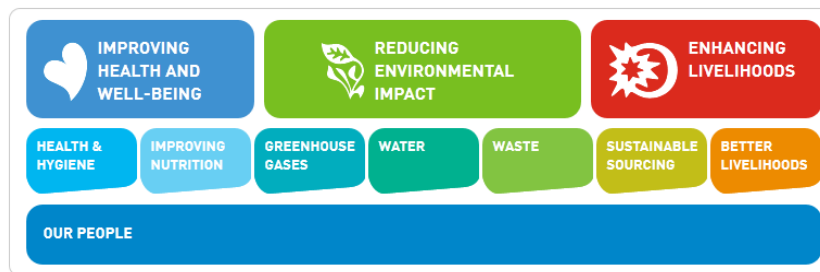


# Zöld irányok

- ▶ P&G - future friendly products



- ▶ Unilever - sustainable living plan (Lifebuoy)



GREEN  
MARKETING



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**P&G**  
**FUTURE FRIENDLY**  
TM

Take the  
Quiz  
& Earn 25  
RecycleBank  
Points

Explore the  
**Future Friendly Home**  
**EARN RECYCLEBANK POINTS & GET REWARDS!**  
Click here to learn how you can make your home Future Friendly

 Save Water |  Reduce Waste |  Save Energy |  Made Sustainably

SHARE:   

**RecycleBank**



# GREEN MARKETING



www.tailormarketing.hu

The screenshot shows a web browser window with the URL <http://www.futurefriendly.com>. The page features a navigation menu with categories: LIVING ROOM, KITCHEN, MASTER BEDROOM, KID'S BEDROOM, OFFICE, BATHROOM, LAUNDRY ROOM (highlighted), BACKYARD, and THE DEN. A circular logo in the top left corner reads "P&G FUTURE FRIENDLY". A central advertisement for Tide Coldwater detergent is overlaid on the scene, featuring a bottle of detergent and the text: "ENERGY TIP: SAVE ENERGY WITH TIDE COLDWATER. Switch to cold with Tide Coldwater and save up to 80% of the energy on your laundry." Below the text are "BUY NOW" and "Like 237" buttons. A "SHOW ALL TIPS" button is located at the bottom right of the ad. The background image shows a laundry room with a washing machine and dryer, a countertop, and a window. Several green plus signs are scattered across the scene, indicating energy-saving tips. At the bottom of the page, there is a footer with links for "Contact Us", "Terms & Conditions", "Unsubscribe", "Site Map", and "United States", along with social media icons for Facebook and Twitter.

[Contact Us](#) | [Terms & Conditions](#) | [Unsubscribe](#) | [Site Map](#) | [United States](#)

[Like us on Facebook](#)

[Follow us on Twitter](#)



Future Friendly is owned and operated by Procter & Gamble. 2011 Procter & Gamble. All Rights Reserved. Trust is a cornerstone of our corporate mission, and the success of our business depends on it. Procter & Gamble is committed to maintaining your trust by protecting personal information we collect about you, our customers. [View our Privacy Policy](#)





# Zöld irányok

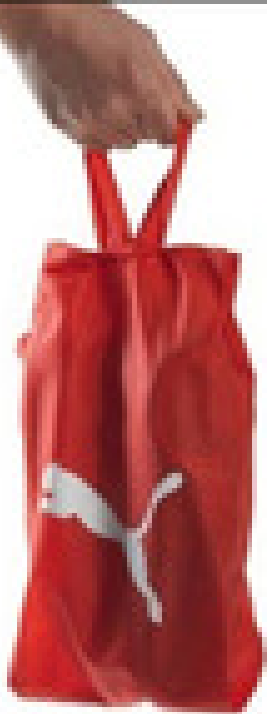


CSR



One for one – üzleti modell





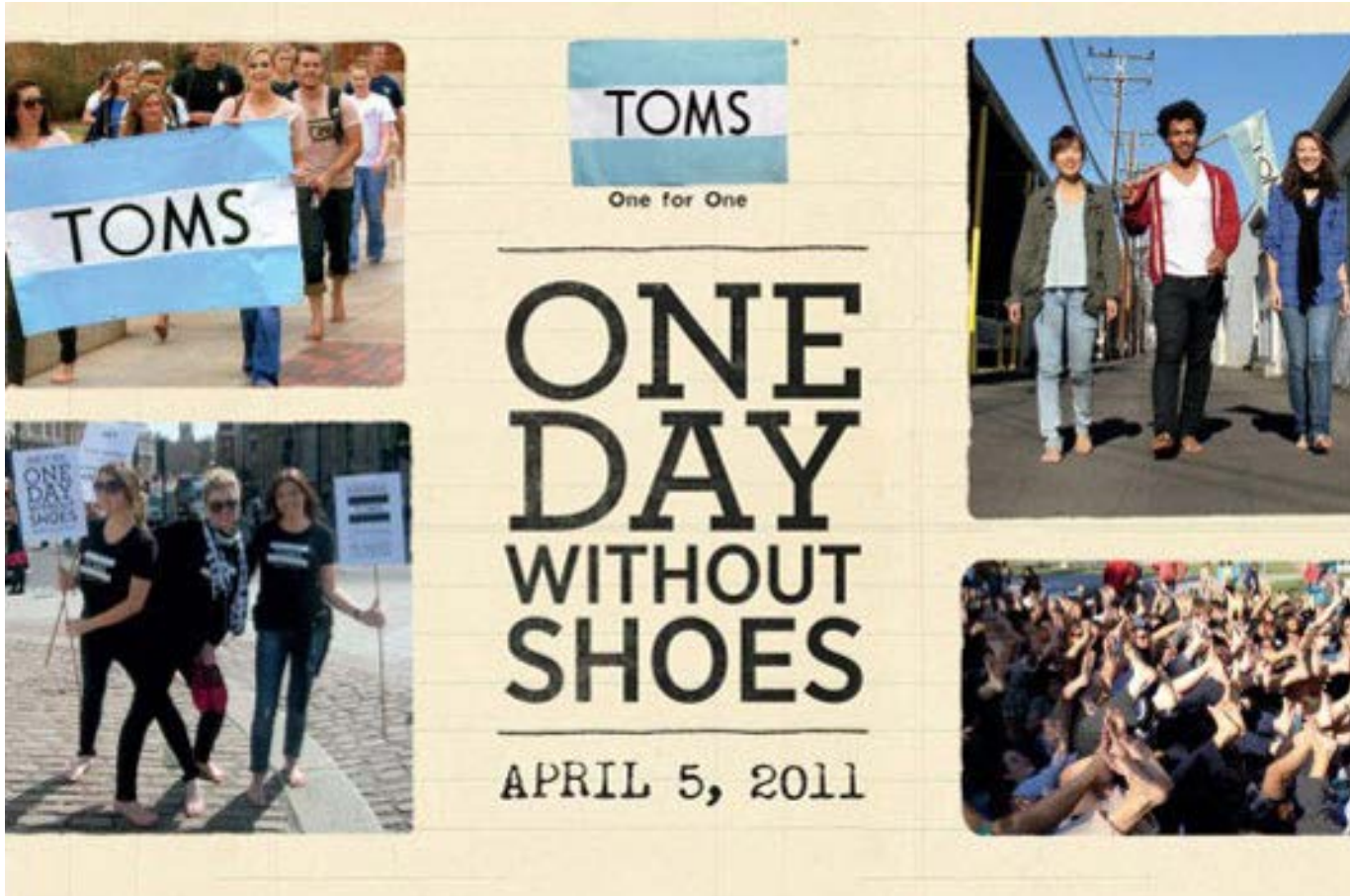
**CLEVER LITTLE BAG**

by **SUNDRY** in **2008** **10,000**

PURVIS manages to reconcile ecological responsibility with customer convenience like the other brands. Considering sustainability an essential part of contemporary brand identity is becoming a defining parameter for products and consumer behavior change. Under the motto "It's not the bag I need to buy, it's the shoe experience, and always based around the message along with some thoughtful facts and figures. Making things easier to return their carbon footprint is the aim of smart packaging solutions. Bagging opportunities become an innovative solution. PURVIS made the use of polyethylene bags per year, which equals a saving of 20 million plastic bags – enough to cover an area the size of South Florida's golden Pines 17-shore protected sea state forest to reduce the packaging size and thus save CO<sub>2</sub> emissions and costs during transport. Can't get out from, they launched the PURVIS CLEVER LITTLE BAG, a sustainable packaging system that stimulates the need for extra plastic carrier bags altogether. Concerned and delighted with the aid of the creation of Sundry, the PURVIS CLEVER LITTLE BAG was later to be considered a highly desirable accessory. Combining simplicity with a clear focus on the value of PURVIS, our eye continues to return with shiny clothing and accessories of any kind to be recycled or properly disposed.

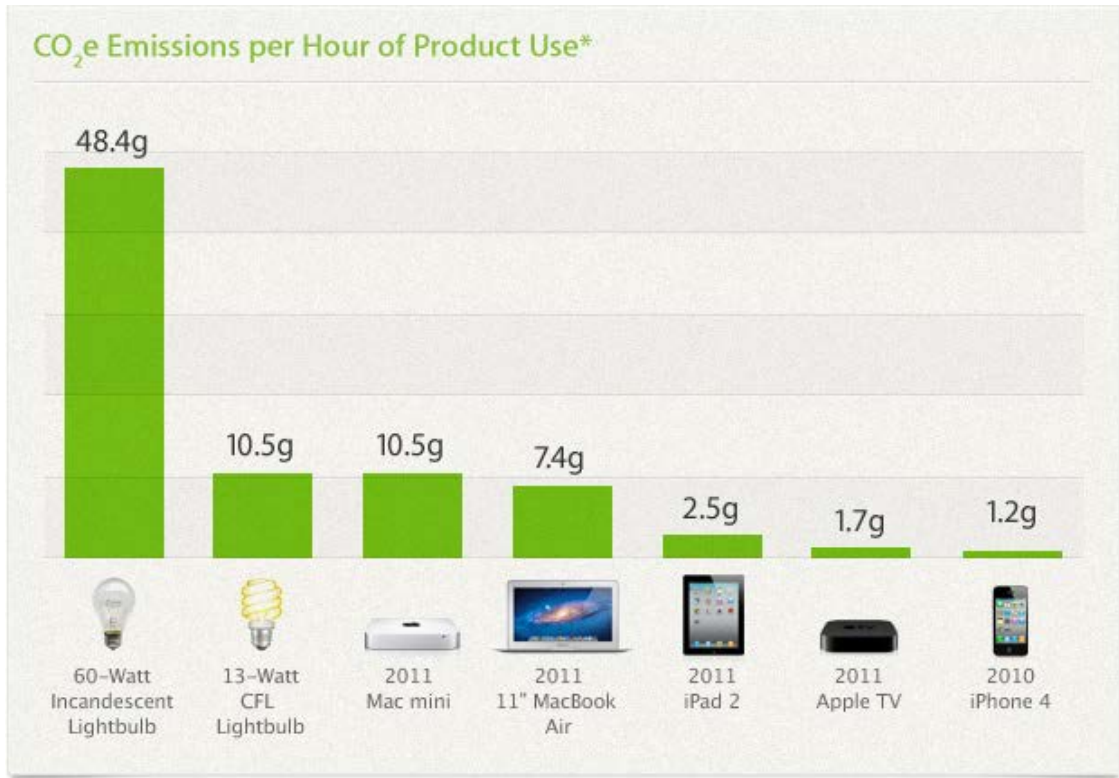
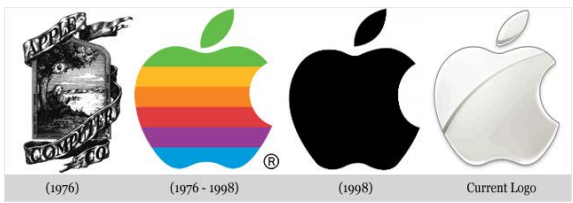


# Üzleti modell





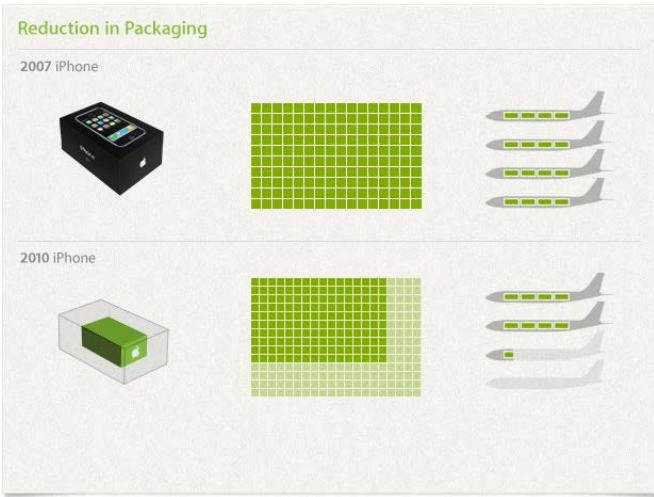
# A nagy (zöld) alma







# A nagy (zöld) alma



# FairPhone



*Conflict-Free  
Tin & Tantalum* 1

*Rootable  
Operating System* 2

*Worker Welfare* 3

*Dual Sim* 4

*E-Waste Program* 5

*Replaceable  
Battery* 6

PHOTOGRAPH & SKETCH: FAIRPHONE



# FairPhone



**FAIRPHONE**


Like 11k

PHONE | STORY | ROAD MAP | SHARE | TEAM | SHOP | CONTACT | BLOG

2,372  
Phones sold

20  
days left

47%  
of goal



A seriously cool smartphone that puts social values first

[BUY NOW](#)

[See why it's more fair >](#)



# Cost Breakdown of the First Fairphone

At Fairphone, we want to start a movement to change the way products are made. But just as importantly, we want to make a change through the way we do business. That means being open and transparent about what we do and where we expect our money (and yours) will go. So, here's what happens to the €325 for every Fairphone sold.

## Interventions € 22

Fairphone puts social values first in our decision-making process, which affects the entire production of this phone. We also actively seek ways to drive sustainable change in the supply chain and life cycle of our smartphone. We call these our "interventions". Our interventions follow the action areas of our long-term road map to a fairer economy, from sourcing conflict-free minerals from DR Congo to facilitating better e-waste solutions.



### PRECIOUS MATERIALS

€ 3.75 Stakeholder meetings, participation Conflict-Free Tin Initiative (CFTI) and Solutions for Hope, and monitoring initiatives for responsible sourcing



### MADE WITH CARE

€ 7.50 Made with Care Program  
€ 1.93 Worker welfare fund (\$2.50)



### SMART DESIGN

€ 4 Open source development, community support, Fairphone operating system



### LASTING VALUE

€ 3 Initiatives to recycle existing e-waste  
€ 2 Coordination for Fairphone e-waste



Each cube = €1

Each cube represents one euro of Fairphone's consumer price and is based on the production of 25,000 phones. Figures are for 2013 and have been rounded for ease of reading. Visit [fairphone.com/2013/09/12/costbreakdown](http://fairphone.com/2013/09/12/costbreakdown) where you can download a Key for a detailed explanation.

Consumer price €325

■ Average Value Added Tax	- € 56.50
■ Levies/tax (private copying, WEEE)	- € 6.75
■ Resellers' margin	- € 4.25

Average Sales Price € 257.50

## Product € 185

■ € 129.75	Design, engineering, components, manufacturing and assembly costs
■ € 9	Certifications (eg. CE, GCF, RoHS, FCC, REACH) and testing
■ € 1	Packaging and (repair) manuals
■ € 2	Inbound logistics
■ € 25	Royalties to patent holders, IP licenses
■ € 18.25	Estimated warranty costs (including spare parts, labor and transport)

## Operations € 45

■ € 4.75	Project development, prototyping
■ € 17.75	Personnel costs, office space, IT, travel
■ € 11.25	Legal, accounting, other outside service providers
■ € 6	Events, communications and public engagement
■ € 5.25	Webshop hosting, payment facilities, customer support

## Initial Operating Result € 5

■ € 5	Reserve (for unexpected stuff), investments and financing costs
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# Zöld - piac

- ▶ Felelősségvállalás értelmezése
- ▶ Környezeti és társadalmi értékekre épülő valós verseny előny
- ▶ Létező fogyasztói réteg és kommunikációs sajátosságok
- ▶ Civil együttműködések összetett szerepe
- ▶ Marketing jelentősége
  - ▶ Kicsik és nagyok...
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*Chris Mower.com*

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